



# General Election Campaign

Author: Kevin Goodell

Proposal ID: 718  
Schedule Date: 08/27/2012 - 11/04/2012  
Spot Length(s): :30

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Program Time		SpotLength(s)	AU	SE	SE	OC	OC	DMA P18+ RTG	Wk s	Rate Spots
<b>KSNV</b>										
TONITE SHW-NBC		:30	1	1	1	--	--	p1.2		
GRPs/Impressions								3.6	3	\$250.00
CPP/CPM								\$208.33		3
Mo-Fr 11:35p-12:37a										
TONITE SHW-NBC		:30	--	--	--	1	1	p1.2	2	\$275.00
GRPs/Impressions								2.4		2
CPP/CPM								\$229.17		
Mo-Fr 11:35p-12:37a										
C-DALY-NBC		:30	--	1	--	--	--	p0.4	1	\$40.00
GRPs/Impressions								0.4		1
CPP/CPM								\$100.00		
Mo-Fr 1:37a-2:05a										
NEWS 3 TODAY		:30	1	1	2	--	--	p2.4	3	\$275.00
GRPs/Impressions								9.6		4
CPP/CPM								\$114.58		
Sat 9:00a-9:30a										
NEWS 3 TODAY		:30	--	--	--	1	1	p2.4	2	\$300.00
GRPs/Impressions								4.8		2
CPP/CPM								\$125.00		
Sat 9:00a-9:30a										
<b>KSNV Totals</b>			10	13	11	9	7			
								GRP/(000)		\$15,150.00
								CPP/CPM:		Spts: 50
								Reach:		
								Frequency:		

Net Cost: ~~\$12,877.50~~ \$15,301.50 Approved by: *[Signature]* 7/9/12

## General Summary (DMA P18+ D.RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KSNV	50	\$15,150.00	76.1	1099.4	\$199.08	\$13.78	33.3	2.3	17.0	492,648	1,479,674